GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA

UNSTARRED QUESTION NO:2104
ANSWERED ON:16.03.2005
MARKETING OF PRODUCTS OF WOMEN SELF HELP GROUPS BY KVIC
Boianapalli Shri Vinod Kumar

Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

(a): whether the KVIC proposes to market the products produced by women Self Help Groups (SHGs) through their retail outlets located in different parts of the country;

(b): whether it also proposes to provide marketing and other financial assistance to women SHGs for sale of their products;

(c): if so, the details thereof; and

(d): if not, the reasons therefor?

Answer

MINISTER OF SMALL SCALE INDUSTRIES & AGRO AND RURAL INDUSTRIES (SHRI MAHABIR PRASAD)

(a)to(c): Under the Central Government`s Rural Employment Generation Programme (REGP), implemented by the Khadi and Village Industries Commission (KVIC), self-help groups (SHGs), including women SHGs, are assisted in setting up village industries, by providing margin money assistance through the KVIC and loans through public sector commercial banks, etc. KVIC also provides marketing support to such village industries set up by SHGs, including women SHGs, by way of financial assistance to participate in exhibitions and in the sale of their products through outlets set up in the KVIC fold.

(d): Does not arise.